

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Canceled)

2. (Currently Amended) A method comprising:

~~presenting decoding, using a first a digitally watermarked object to a digital watermark~~
reader device at a first location, a watermark from a digitally watermarked object, wherein the
decoding the watermark from the digitally watermark object triggers and triggering a first
response thereby;

~~presenting decoding, using a second the object to a digital watermark reader device at a~~
second location, the watermark from the digitally watermarked object, wherein the decoding the
watermark from the digitally watermark object triggers and triggering a second, different,
response thereby[;], wherein at least one of [[said]] the responses comprises [[the]] an issuance
of a coupon.

3. (Canceled)

4. (Canceled)

5. (Previously Presented) A method comprising:

~~presenting decoding, using a first reader device at a first location, a watermark from a~~
digitally watermarked object ~~to a reader device at a first location~~[[,]];

decoding information from the watermark[[, and]];

triggering a first response ~~thereto~~-based in part on the decoding of the watermark; [[and]]

decoding, using a second reader device at a second location, presenting the watermark from the digitally watermarked object to a reader device at a second location[[,]]

decoding the information from the watermark;[[,]] and

triggering a second, different, response ~~thereto~~ based in part on the decoding of the watermark.

6. (Currently Amended) The method of claim 5, wherein at least one of ~~[[said]]~~ the responses comprises ~~[[the]]~~ an issuance of a coupon.

7. (Currently Amended) The method of claim 5, wherein the digitally watermarked object comprises a coffee cup[[,]] or a jacket for a coffee cup.

8. (New) A non-transitory computer-readable medium having instructions stored thereon, the instructions comprising:

instructions to decode a watermark from a digitally watermarked object;

instructions to decode information from the watermark;

instructions to send the information to a database;

instructions to trigger a first response based on data received from the database, wherein the response is based in part on the watermark being previously decoded at a separate location, wherein a triggered response at the separate location is different than the first response, and wherein at least one of the responses comprises the issuance of a coupon.

9. (New) A non-transitory computer-readable medium having instructions stored thereon, the instructions comprising:

instructions to decode a watermark from a digitally watermarked object;

instructions to decode information from the watermark;

instructions to send the information to a database;

instructions to trigger a first response based on data received from the database, wherein the response is based in part on the watermark being previously decoded at a separate location, and wherein a triggered response at the separate location is different than the first response.

10. (New) The non-transitory computer-readable medium of claim 9, wherein the first response comprises the issuance of a coupon.

11. (New) The non-transitory computer-readable medium of claim 9, wherein the triggered response comprises the issuance of a coupon.

12. (New) The non-transitory computer-readable medium of claim 9, wherein the digitally watermarked object comprises a coffee cup or a jacket for a coffee cup.

13. (New) The method of claim 2, wherein the digitally watermarked object comprises a coffee cup or a jacket for a coffee cup.

14. (New) The non-transitory computer-readable medium of claim 8, wherein the digitally watermarked object comprises a coffee cup or a jacket for a coffee cup.